



MANICALAND STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF AGRIBUSINESS AND APPLIED SOCIAL SCIENCES

DEPARTMENT: APPLIED BUSINESS SCIENCES

MODULE: PRINCIPLES OF MARKETING

CODE: MARK 101

SESSIONAL EXAMINATIONS

MAY/JUNE 2023

DURATION: 3 HOURS

EXAMINER: MR M SITHOLE

INSTRUCTIONS

1. Answer *All* questions in Section A
2. Answer *any three* questions in Section B.
3. Start a new question on a fresh page
4. Total marks 100
5. Credit will be given for appropriate use of examples

Additional material(s): None.

SECTION A: COMPULSORY

(Answer all questions in this section. Section A carries 40 marks)

QUESTION 1

Read the following case study and answer the questions that follow:

Innscor Diversifies Into Beer Manufacturing

Giant food producer, Innscor Africa Limited has diversified into the brewery manufacturing business following the unveiling of plans to launch an opaque beer called Nyathi – a development expected to upset market trends for beverage producer, Delta Corporation. The beer will be brewed by the company’s subsidiary, Buffalo Brewing Company situated in Stapleford, near Harare. Describing the product, Innscor says, “Nyathi Regular Sorghum Beer is the first in our range and is a traditional alcoholic beer that is brewed from maize meal, sorghum malt, water and yeast.”

Nyathi Regular Sorghum Beer is a carbonated ready to drink product served in a 1.25 litre PET plastic bottle with a 28mm neck. “The bottle’s unique shape is identifiable with higher end lager glass bottle beer, with a shaped mid-riff for ease of handling by the consumer. The bottle is capped off with a 28mm closure, branded with our trademark buffalo insignia. The label made of BOPP material, is fresh in its design with earthy tones and royal colours. Overall, it’s a contemporary and premium feel product.”

This comes after Delta introduced a new banana flavour to its Chibuku Super product line as part of the group’s strategy to cater for a wider consumer taste. This was Delta’s second product offering this year after successfully launching the Sable Lager in March which has since been widely accepted in the market. In its full-year financial results to March 2022, Delta’s sorghum beer volume in Zimbabwe grew by 43 percent.

Required

a) With reference to the case, define the following terms:

i. diversification

[2 marks]

- ii. trademark [2 marks]
- iii. new product [2 marks]
- iv. product line [2 marks]
- v. consumer taste [2 marks]
- b) Examine any two (2) factors which could lead to the failure of “Nyathi” beer on the market?
[10 marks]
- c) With the aid of a diagram, highlight the steps involved in the adoption process of “Nyathi” beer by the market. [10 marks]
- d) Outlining marketing decisions, describe the stages of the product life cycle of “Nyathi” beer.
[10 marks]

[Total: 40 marks]

SECTION B

Answer any 3 questions from this section. Each question carries 20 marks

Question 2

Using a consumer problem for illustration, discuss the stages in conducting a market research.
[20 marks]

Question 3

‘Many people are willing to pay more for branded products than unbranded products.’ Appraise this statement using practical examples. [20 marks]

Question 4

- a) Examine any two (2) benefits of marketing planning. [8 marks]
- b) Explain any four (4) challenges in marketing planning. [12 marks]

[Total marks 20]

Question 5

Discuss any four (4) unique characteristics of services citing practical examples. [20 marks]

Question 6

- a) Using practical examples, examine any four (4) key marketing challenges facing companies operating in this twenty-first century. [12 marks]
- b) In view of the marketing challenges, explain any two strategies companies should adopt to survive and thrive. [8 marks]

END OF EXAMINATION